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January 2011 Women's Edition

Mission statement:

"The mission of the Missouri Women's Council is to promote the economic success of Missouri women by connecting them to information and resources"



Jeremiah "Jay" Nixon
Governor



David Kerr
Director
Department of Economic Development

Missouri Women's Council Board Members 2010

Board Chair

Michelle J. Word, Kansas City

Janet M. Bandera, O'Fallon

Christine J. Bierman, St. Louis

Senator Norma Champion, Springfield

Melodee Colbert-Kean, Joplin

Jacqueline Coleman, Jefferson City

Senator Rita Days, St. Louis

Michelle Esswein, St. Louis

Nicole Colbert-Botchway, St. Louis

Norma Nisbet, St. Louis

Representative Marilyn Ruestman, Joplin

Representative Rachel Storch, St. Louis

Karen Thornton, Sunrise Beach

Valerie White, St. Charles

Donayle Whitmore-Smith, St. Louis

January's Featured Board Member

Michelle Esswein, MBA
St. Louis, MO

Michelle Esswein is Founder, President and Chief Executive Officer of Winning Women. Members of Winning Women are prominent women in business and leaders in their communities. Winning Women has established public/private sector partnerships to promote an economic environment conducive to business growth and development for women in business.

Michelle Esswein holds a Master's Degree in Business Administration with an emphasis in Finance from Webster University and Bachelor of Science Degree in Business Administration from the University of Missouri – St. Louis.

Michelle was appointed by the President of the United States to the National Women's Business Council. On this Council, she provided an independent source of advice to both the President of the United States and the U.S. Congress on economic issues of importance to women entrepreneurs. Michelle Esswein is past president and owner of Unique Design Products; a full service marketing, promotion, and consulting company, geared to helping companies promote their products, businesses and/or employees.

Michelle has been appointed by the Governor to the Missouri Women's Council, won the 2003 National Leadership Award from the National Congressional Committee in Washington D.C., the 1997 Small Business Administration Young Entrepreneur Special Recognition Award and has received the Congressional Medal for outstanding volunteer service.

Michelle was the youngest to be named to the RCGA Board of Directors, the Missouri Chamber of Commerce Board of Directors, Regional Director of the Fashion Group International and President of the South County Chamber of Commerce.

Michelle was also a member of the St. Louis Ambassadors Board of Directors, University of Missouri Alumni Alliance Board, Webster University School of Business and Technology Board, St. Louis Sports Commission, American Heart Association Board and Past Chair of the Go Red For Women Campaign.

Michelle currently serves on the Missouri Women's Council, Missouri Chamber of Commerce Board, Clear Channels Advisory board, Missouri's Show Me Healthy Women Advisory Board and the Congressional Medal Board.

Michelle produces and hosts a radio show called the Michelle Esswein Show on Clear Channel radio which focuses on workforce, economic development issues and entrepreneurs. Michelle also produced and hosted a one-hour weekly radio call-in program, Business Matters, which profiled a different company each week and offered expert advice on issues of interest to small and mid-size businesses.

Michelle appears on local TV stations (FOX, CBS and NBC) to offer business advice for consumers.

Michelle is married and has three children.





Economic News You Can Use

Missouri Women's Council video of the St. Louis Business Journal's 6th Annual Women's Conference

[Click Here for Video](#)



The St. Louis Business Journal's 6th Annual Women's Conference was held at the Hyatt Regency at the Arch in St. Louis on January 19th. The Missouri Women's Council were exhibitors at the event and had representation from the St. Louis area council members and advocates. The event included an entrepreneurial track for women-owned businesses and many outstanding speakers, including Jane Pauley. Approximately 800 women attended the event.

**** A Special Thanks to
Liz Sharpe-Taylor with
New Media for producing this
video****

SBA Announces Grant Funding to Increase Contracting Opportuni- ties for Small Businesses under New Pilot Program

The U.S. Small Business Administration (SBA) is accepting grant funding proposals from eligible and well-established national organizations interested in providing training, guidance, counseling, mentoring and procurement assistance to small businesses in teaming arrangements, which may be in the form of a joint venture or prime and subcontractor relationship, under its new Small Business Teaming Pilot program. Under this new program, the SBA expects to make 10 to 20 grant awards in the range of \$250,000-\$500,000 totaling up to \$5 million for fiscal year 2011. [Read more...](#)

Missouri SBA Women-Owned Small Business Rule to Expand Access to Federal Contracting Opportunities

New program will be available in early 2011 for small, women-owned firms
With the publication last week of a final rule in the Federal Register, the U.S. Small Business Administration (SBA) will begin implementation of its **Women-Owned Small Business** (WOSB) contracting program. The agency expects the program to be available for WOSBs in early 2011. The rule is part of the Obama Administration's overall commitment to expanding opportunities for small businesses to compete for federal contracts, in particular those owned by women, socially and economically disadvantaged persons and veterans. [Click Here for more information](#)

DED Releases State Jobs Report for December

Missouri's unemployment rate remained the same in December, according to data released today by the Missouri Department of Economic Development (DED). The state's seasonally-adjusted rate for the month was 9.5 percent, the same as the revised November 2010 figure.

The state's unemployment rate did not vary greatly during 2010, with the current rate just a tenth of a point below the rate for December 2009. The not seasonally-adjusted unemployment rate decreased by a tenth of a point from November to December 2010, dropping to 9.2. percent.

<http://www.ded.mo.gov/News/NewsArticle.aspx?NewsId=495>



Governor Nixon's Small Business Loan Program

Through Gov. Nixon's Small Business Loan Program, Missouri businesses with 15 employees or fewer may apply for loans of between \$2,500 and \$50,000. The loans are typically repaid over a ten-year term and at a low interest rate of 3 percent. Missouri businesses wishing to apply for one of the loans can go online to www.ded.mo.gov/MOloan/index.htm to download an application.



Missouri Office of Equal Opportunity (OEO)

Meet the Staff of the Missouri Office of Equal Opportunity (OEO)



Alan Green
Director



Ken Franklin
Assistant Director
St. Louis



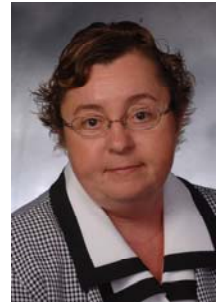
Roxy Flores
Fiscal and
Administrative
Officer



Elizabeth Birks
Outreach
Coordinator
Kansas City



Nancy Heyer
Certification
Officer



Janet Carter
Certification
Specialist

The Office of Equal Opportunity (OEO) exists to promote a diversified workforce within state government and to assist women and minorities in developing opportunities to contract with the state, economically empowering traditionally underserved communities and improving the overall fiscal vitality of the State of Missouri.

Our goal is to serve as a resource for promoting diversity within the state workforce and improving opportunities for women and minorities to access state employment openings and state contracts through excellent service and efficient use of resources. OEO works toward this goal by completing the following primary functions: Certification of Minority/Women Business Enterprises (M/WBE), Education and Outreach, and Matchmaking Activities.

OEO has streamlined its M/WBE Certification Process by lessening the amount of required documentation from the vendor. The certification staff is responsible for identifying and certifying minority and women business enterprises by conducting thorough eligibility reviews while ensuring that vendors receive prompt and responsible customer service.

The program's eligibility criteria are set forth and strictly followed. The certification staff is available to answer questions and provide information to vendors, local governments and state agencies regarding OEO certification procedures.

In an effort to ensure that M/WBE businesses are aware and take advantage of contractual opportunities available with state agencies, OEO sponsors or co-sponsors activities ranging from regional workshops, orientation sessions for newly certified M/WBE vendors and training workshops for state agencies. In addition, OEO is constantly seeking proactive ways to foster the inclusion of M/WBE enterprises in state contracting opportunities, including disseminating procurement information to M/WBE entities through its website.

Matchmaking involves activities designed to build relationships between M/WBE vendors and state agency procurement specialists, non-minority vendors, and decision makers. Matchmaking activities include, among other things, assisting M/WBE enterprises in identifying state agencies most likely to purchase the type of goods and/or services that their businesses provide.

**State of Missouri
Office of Administration
Office of Equal Opportunity
Truman State Office Building
301 West High Street, Room 630, Post Office Box 809
Jefferson City, MO 65102
Phone: 573.751.8130 * Fax: 573.522.8078**



Missouri Linked Deposit Program

MISSOURI LINKED DEPOSIT *Loans to Develop Our Future*

The Missouri Linked Deposit Program partners with lending institutions to provide low-interest loans to help create and retain jobs, expand the economy and strengthen communities statewide. By reducing the interest rate on certain loans that borrowers can use to improve their businesses, the program helps qualified lenders from Missouri better serve Missouri-based companies and agricultural operations. The program also provides funds for local governments to serve the interests of their constituents. Using the program allows lenders to lower the interest rates to the borrower by about 2-3 percent.

The Missouri Linked Deposit Program is well-funded with a total of \$720 million available, and State Treasurer Clint Zweifel's office is prepared to use the program to its highest potential. The program has proven successful in creating and retaining jobs, expanding the economy and strengthening communities statewide for nearly 25 years.

The program's eligibility guidelines have expanded through Treasurer Zweifel's economic development legislation, [Invest in Missouri](#), making low-interest loans available to more borrowers including small businesses creating jobs, alternative energy producers and consumers, agriculture operations and local governments. The signed legislation went into effect August 28, 2009. [Read the full news release.](#)

Program Information and Eligibility Requirements

Click on one of the links below to learn more about the program and eligibility requirements.

[Small Business Program](#) - \$110 million

[Job Enhancement Program](#) - \$220 million

[Alternative Energy Program](#) - approved case-by-case

[Agriculture Program](#) - \$330 million

[Local Governments Program](#) - approved case-by-case

[Multi-Family Housing Program](#) - \$20 million

Missouri State Treasurer Clint Zweifel
Post Office Box 210
Jefferson City, MO 65102
Phone: 573.751.8533
www.treasurer.mo.gov



Business Trainings and Job Fairs

January 24th, 2011

Career Fair

Location: Warrenton

[Click Here for more information](#)

January 27th, 2011

How to Control Cash Flow

Location: Springfield

[Click Here for more information](#)

January 27th, 2011

Winning Government Contracts

Location: Blue Springs

[Click Here for more information](#)

January 28th, 2011

Starting & Managing a Business

Location: Warrensburg

[Click Here for more information](#)

February 1st, 2011

Intro to Quickbooks Pro

Location: Osage Beach

[Click Here for more information](#)

February 2nd, 2011

Exploring Entrepreneurship

Location: Columbia

[Click Here for more information](#)

February 2nd, 2011

Building the Ultimate Business Plan

Location: Springfield

[Click Here for more information](#)

February 3rd, 2011

Winning Government Contracts

Location: Kansas City

[Click Here for more information](#)

February 4th, 2011

Starting a Small Business

Location: Joplin

[Click Here for more information](#)

February 8th, 2011

FastTrac® NewVenture™

Location: Kansas City

[Click Here for more information](#)

February 9th, 2011

Small Business Academy

Location: Jefferson City

[Click Here for more information](#)

February 9th, 2011

Basics of Writing a Business Plan

Location: Kansas City

[Click Here for more information](#)

February 10th, 2011

Human Resources Basics for Small Business Owners

Location: Columbia

[Click Here for more information](#)

February 10th, 2011

Predicting Future Cash Needs

Location: Springfield

[Click Here for more information](#)

February 11th, 2011

Starting & Managing a Business

Location: Lees Summit

[Click Here for more information](#)

February 11th, 2011

Small Business Roundtable

Location: Saint Louis

[Click Here for more information](#)

February 15th, 2011

Basics of Writing a Business Plan

Location: Sedalia

[Click Here for more information](#)

February 16th, 2011

Small Business Academy

Location: Jefferson City

[Click Here for more information](#)

February 16th, 2011

Understanding Financial Statements

Location: Joplin

[Click Here for more information](#)

February 16th, 2011

Starting a Small Business

Location: Jefferson City

[Click Here for more information](#)

February 17th, 2011

Winning Government Contracts

Location: Blue Springs

[Click Here for more information](#)

February 17th, 2011

FastTrac-Listening to Your Business

Location: Kansas City

[Click Here for more information](#)

February 18th, 2011

Basics of Writing a Business Plan

Location: St. Louis

[Click Here for more information](#)

February 19th, 2011

Lenders and Loans—The Five C's of Financing Your Business

Location: Kansas City

[Click Here for more information](#)

February 21st, 2011

Starting a Business: The First Steps

Location: Kirksville

[Click Here for more information](#)





Business Trainings and Job Fairs

February 22nd, 2011

Basics of Writing a Business Plan

Location: St. Louis

[Click Here for more information](#)

February 22nd, 2011

How to Start a New Business

Location: Ironton

[Click Here for more information](#)

February 23rd, 2011

Basics of Writing a Business Plan

Location: Jefferson City

[Click Here for more information](#)

February 24th, 2011

Intro to Quicken Home & Business

Location: Joplin

[Click Here for more information](#)

February 25th, 2011

Starting & Managing a Business

Location: Warrensburg

[Click Here for more information](#)

February 25th 2011

Financing Your Business

Location: St. Louis

[Click Here for more information](#)

February 26th, 2011

Basics of Writing a Business Plan

Location: Kirksville

[Click Here for more information](#)

February 28th, 2011

Basics of Writing a Business Plan

Location: Kirksville

[Click Here for more information](#)

March 2nd, 2011

Building the Ultimate Business Plan

Location: Springfield

[Click Here for more information](#)

March 2nd, 2011

Exploring Entrepreneurship Start Up Class

Location: Columbia

[Click Here for more information](#)

March 3rd, 2011

Winning Government Contracts

Location: Kansas City

[Click Here for more information](#)

March 3rd, 2011

Understanding Financial Statements

Location: Columbia

[Click Here for more information](#)

March 4th, 2011

Quickbooks for Small Business

Location: Columbia

[Click Here for more information](#)

March 4th, 2011

Marketing Communications

Location: St. Louis

[Click Here for more information](#)

March 4th, 2011

Starting a Small Business

Location: Joplin

[Click Here for more information](#)

March 5th, 2011

Career Fair

Location: Branson

[Click Here for more information](#)

March 5th, 2011

Building a Market—Branding Your Business

Location: Ironton

[Click Here for more information](#)

March 8th, 2011

How to Recession Proof Your Business

Location: Kirksville

[Click Here for more information](#)

March 9th, 2011

Introduction to Government Contracting

Location: Joplin

[Click Here for more information](#)

March 9th, 2011

Starting a Business: The First Steps

Location: St. Peters

[Click Here for more information](#)

March 10th, 2011

Social Media Marketing for Small Business

Location: Columbia

[Click Here for more information](#)

March 11, 2011

UMSL Spring Internship & Job Fair

Friday, March 11, 2011

10:00 am - 2:00 pm

Mark Twain Building

University of Missouri-St. Louis

[Click Here for more information](#)





Upcoming Events and Programs

**Missouri Economic Development Council's
2011 Winter Conference**
February 7th-8th, 2011
Jefferson City, MO
www.showme.org/registration/index.htm

Global Compliance: The Benefits of Outsourcing
Sponsor: International Trade Council of Greater KC
February 2nd, 2011
Kansas City, MO
[Click here for more information](#)

**NAWBO-KC Presents Todd Long "Flip-Out—Increase
Productivity by Celebrating Success!"**
February 15th, 2011
Kansas City, MO
[Click here for more information](#)

**Life Is What You Make It: A Concert and
Conversation with Peter Buffett**
February 16th, 2011
St. Charles Convention Center
St. Charles, MO
Contact Donna Collins at dcollins@csd.org
[Click here for more information](#)

**International Conference on Sustainable Design
And Construction 2011**
March 23rd-25th, 2011
Kansas City, MO
[Click here for more information](#)

**Stephen M. R. Covey in St. Louis: Keynote
Speaker on Trust as a Business Issue**
February 17th, 2011
St. Louis, MO
[Click here for more information](#)

InvestMidwest 2011
March 30-31, 2011
Kansas City, Missouri

Provides access to capital for emerging, privately held companies and promotes entrepreneurship, business growth and expansion in the region. Businesses will present their ideas to investors in three industry tracks: life sciences, IT/general business and alternative energy/cleantech. To receive preferential consideration, **apply by Nov. 12**. Go to [InvestMidwest](#) for application details.

**12th Annual U.S. Department of Energy Small Business
Conference & Expo**
May 10th, 2011—May 12th, 2011
Sponsor: U.S. Department of Energy
Kansas City, MO
www2.bizjournals.com/kansascity/calendar/event

**53rd Annual Governor's Conference on Economic
Development**
September 21-23, 2011
University Plaza Hotel &
Convention Center
Springfield, MO
<http://www.ded.mo.gov/Conference/GovConference.aspx>





In Every Issue Business Resources

Missouri Business Portal

An online resource as a single point of entry for business registration, filings, licenses, and permits for doing business in the State of Missouri. [Click here for more information.](#)

Missouri Business Development Programs

The Missouri Small Business & Technology Development Center (MO SBTDC) successfully assists more than 10,000 businesses with business start-up and training workshops. Visit www.missouribusiness.net.

Missouri Catalog of State Assistance Programs

Provides detailed information about state grants, loans and assistance programs and how to apply for them. [Click here for more information.](#)

Missouri Department of Economic Development Programs for Business

The Missouri Department of Economic Development offers a listing of programs for businesses. For a full listing, please [click here](#).

Missouri Enterprise Business Assistance Centers (MEBAC)

MEBAC's mission is to help small businesses enhance productivity, expand production, increase sales and improve profitability. Visit www.missourienterprise.org or call toll free at (800) 956-2682.

Missouri Linked Deposit Program

The Big Missouri Linked Deposit Program is administered through the state treasurer's office to enable financial institutions to make low-cost loans to businesses and farms to create jobs and help Missouri's economy grow. Visit www.treasurer.mo.gov/LinkedDeposit.asp.

MOSourceLink

MOSourceLink connects small business owners with a network of nonprofit resource organizations that provide business-building services. Visit www.mosourcelink.com or call toll-free at (866) 870-6500.

Missouri Procurement Technical Assistance Centers (MO PTAC)

MO PTAC's mission is to assist businesses—including small, disadvantaged and women owned firms—in obtaining federal, state and local government contracts. Visit www.missouribusiness.net/PTAC

Missouri Small Business Regulatory Fairness Board (SBRFB)

The SBRFB provides a key interface between state regulatory agencies and affected small businesses. For more information, please [click here](#).

Missouri Small Business and Technology Assistance Centers (MO SBTDC)

MO SBTDC is focused on strengthening the technological competitiveness of Missouri's businesses. Visit www.missouribusiness.net/fast.

Missouri Women's Council

Provides information and resources regarding business, education and career development to Missouri's women. Visit www.womenscouncil.org or call toll free at (877) 426-9284.

MoFAST: SBIR/STTR Program

Help for entrepreneurs and small businesses seeking federal funding for technology and life sciences businesses, products, research and development. [Visit www.mofast.net](http://www.mofast.net).

Office of Administration— Office of Equal Opportunity

OEO's mission works to assist women and minorities in developing opportunities to contract with the state, economically empowering traditionally underserved communities and improving the overall fiscal vitality of the State of Missouri. Visit www.oa.mo.gov/oeo or call toll free (877) 259-2963.

SBA— Small Business Administration

The SBA links entrepreneurs with resources, services and support specifically designed for small business needs. [Visit www.sba.gov](http://www.sba.gov) or call toll free at (800) U ASK SBA.





In Every Issue-

Women's Resources

National Association of Women Business Owners

NAWBO is a dues-based national organization representing the interests of all women entrepreneurs in all industries. Membership is open to sole proprietors, partners and corporate owners with day-to-day management responsibility.

Phone: (800) 556-2926

Website: www.nawbo.org

National Women's Business Council

The Council's mission is to promote initiatives, policies and programs designed to support women's business enterprises at all stages of development in the public and private sector marketplaces, from start-up to success to significance.

Website: www.nwbc.gov

eWomenNetwork, Inc.

eWomenNetwork, Inc. is committed to helping women and their businesses achieve, succeed and thrive in the new economy. Their goal is to help female business owners and professionals achieve their goals.

Website: www.eWomenNetwork.com

Women Impacting Public Policy, Inc. (WIPP)

A national nonpartisan public policy organization that advocates for and on behalf of women and minorities in business in the legislative process of our nation, creating economic opportunities and building bridges and alliances to other small business organizations.

Website: www.wipp.org

Career Education Coordinators

Network of professionals focusing on nontraditional careers as well as providing information and expertise in career awareness, exploration and planning for various audiences.

Website: www.missouricareereducation.org

Women's Business Enterprise National Council (WBENC)

Dedicated to advancing the success of Corporate Members, certified women's business enterprises, and government entities in partnership with its Regional Partner Organizations (RPOs)

Website: www.wbenc.org

Missouri Child Care Resource and Referral Network

The Missouri Women's Council recognizes that often times women in business and workforce may encounter barriers accessing quality child care. This organization coordinates the activities of the eight child care resource and referral agencies that serve all 115 counties in Missouri.

Website: www.mocccrn.org

Women's Business Development Center

The largest women's business assistance center in the United States. Nationally and internationally recognized for responsive, innovative, and effective programs and advocacy efforts. Delivers business services and financial assistance to empower women towards entrepreneurship and economic self-sufficiency.

Website: www.wbdc.org

Winning Women

Winning Women works to foster economic growth and provide leadership in developing and supporting our future workforce. Education and mentoring opportunities focus on traditional and non-traditional occupations and apprenticeships in the private and public sectors. Website: www.winningwomen.net

Caring Communities

A "partnership" that enables community and school leaders to define priorities and agendas based on each community's needs, assets and vision. By developing community-based supports and services, the aim is to enhance the well-being of children, which is inseparable from the well-being of their families and the stability and economic viability of the communities where they live.

Website: www.mofact.org

WPO Women Presidents' Organization

The WPO is a non-profit membership organization for women presidents of multimillion-dollar companies. Members of the WPO take part in professionally facilitated peer advisory groups in order to coax the 'genius out of the group' and grow their businesses to the next level.

Website: www.womenpresidentsorg.com

Missouri Career Centers

Located in communities across the state and represent a unique partnership of employment and training organizations that reflect the specific needs in each local community. These resource areas are equipped with computers, fax machines, and telephones that operate similarly to a public library.

Website: www.missouricareersource.com





Missouri Women's Council



The Missouri Women's Council was established in 1985 by the State's 83rd General Assembly to identify and address issues affecting the economic and employment status of women in Missouri.

The first name of the council was the Missouri Council on Women's Economic Development and Training (MCWEDT). The name was changed to the Missouri Women's Council in 1994.

It is the intent of the Missouri Women's Council to work closely with other agencies and community-based organizations to build awareness, educate, promote opportunities for, and enhance the lives and well being of Missouri women business owners and women in the workforce.

The Missouri Women's Council offers information and resources on starting your Own Business, Women in Business, Finding a Great Job, Upgrading Your Skills, and Obtaining State Contracts.

The Council is an agency within the Department of Economic Development. The bipartisan Council is comprised of 15 members: 11 appointed by the Governor, 2 Missouri State Senators, and 2 Missouri State Representatives with the chair appointed by the governor. An Executive Directors is appointed to serve the Missouri Women's Council and the women of Missouri.

Follow us on Twitter!
@MOWomensCouncil

Missouri Women's Council's Women Owned Business (WOB) Network

Helping Women-Owned Businesses Succeed in Missouri

Becoming a member of the WOB Network can help women-owned business owners find and interact with each other, as well as highlight the goods and services their businesses provide. Register for free, online at www.wobnetwork.mo.gov

To subscribe or unsubscribe to the Women's Edition, please [click here](#).